COUPONS

PRINTED REQUIRING PERSONALIZATION

Continuous Forms Printers

1. Champion Business Forms
   1933 Quincy Court
   Glendale Hts., IL 60139
2. Graphic Direct
   279 Spangler
   Elmhurst, IL 60126
3. Personalized Graphics
   907 N. Elm - Suite 100
   Hinsdale, IL 60521
4. Scanforms, Inc.
   181 Rittenhouse Circle
   Bristol, PA 19007
5. Communicolor
   190 Milliken Dr. S.E.
   Hebron, OH 43025

PRINTED WITH NO PERSONALIZATION

Sheet Fed Printers

1. Barton Printing
   101 W. 84th St.
   Chicago, IL 60620
2. Lake County Press
   98 Noll Street
   Waukegan, IL 60085
3. Johns Byrne Co.
   735 Croname Rd.
   Niles, IL 60648

Web Printers

1. Barton Printing
   101 W.. 84th St.
   Chicago, IL 60620
2. Bradley Printing Co.
   2170 S. Manheim Rd.
   Des Plaines, IL 60018
3. Kukla Press
   855 Morse
   Elk Grove, IL 60007

PERSONALIZATION SUPPLIERS (other than above)

Sheet Fed

1. Creative Automation Co.
   220 Fencl Lane
   Hillside, IL 60162
2. May & Speh
   1501 Opus Place
   Downers Grove, IL 60515
3. Priority Systems
   1510 Skokie Blvd.
   Northbrook, IL 60062

Continuous Form

1. Imaging Sciences of America
   335 Eisenhower Lane, South
   Lombard, IL 60148
2. May & Speh
   1501 Opus Place
   Downers Grove, IL 60515

BINDERY (OTHER THAN ABOVE)

1. Rickard Circular Folding
   325 N. Ashland Ave.
   Chicago, IL 60607

LETTERSHOPS (other than above)

Hand Assembly

1. Arnold Graphic Resources
   2122 Palmer Drive
   Schaumburg, IL 60173
2. Lee Enterprises
   17111 S. Wallace
   South Holland, IL 60473
3. Winstar Enterprises
   5490 Milton Parkway
   Rosemont, IL 60018
4. American Marketing Services
   1003 Butterfield Rd.
   Vernon Hills, IL 60061

Machine Assembly

1. ASAP Mailers
   2100 W. 16th St.
   Broadview, IL 60153
2. Bockman Printing
   950 S. 25th Ave.
   Bellwood, IL 60104
3. Unique Mailing Service
   1213 Butterfield Rd.
   Downers Grove, IL 60515

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Source: https://www.industrydocuments.ucsf.edu/docs/tnxl0000

ATTACHMENT C

1990-1994 BRAND DIRECT MAIL PROGRAMS

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Source: https://www.industrydocuments.ucsf.edu/docs/tnxl0000

1990 BRAND DIRECT MAIL PROGRAMS

BRAND	PROGRAM
Alpine	None
Benson & Hedges 100's	Year End Mailing De-Nic Menthol Volume
Bucks	Test Market
Cambridge	None
Commander	None
Marlboro	Ultra Lights Direct Phase II Ultra Lights Test Market Menthol 1989 Recontact Marlboro Racing Marlboro Movieline Coffee Mug Volume Building
Merit	Kansas City Blind Challenge Volume Building Attitude Ultra Volume Pull RJR Offensive
Next	Tampa Test Market 1 Tampa Test Market 2 Tampa Test Market 3
Parliament	None
Superslims	BRC Responders
Virginia Slims	Slims Club Mailing 1 Slims Club Mailing 2 Slims Club Mailing 3
Multi-Brand	Premium Brand Volume Pull

90PMDRML

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1991 BRAND DIRECT MAIL PROGRAMS

BRAND	PROGRAM
Alpine	1991 Direct
Benson & Hedges 100's	Select & Save Co-op Club Car Sweepstakes
Bucks	2 Free Pack Mailing 2 2 Free Pack Mailing 3 2 Free Pack Mailing 4
Cambridge	Cambridge Lowest
Commander	Commander Direct
Marlboro	Adventure Team Marlboro Medium National 1991 Volume Pull Marlboro Volume Pull Responder Recontact
Merit	Blind Challenge Recontact
Parliament	None
Superslims	None
Virginia Slims	Slims Club Mailing 1 Slims Club Mailing 2 Slims Club Mailing 3 Slims Club Mailing 4 Salem Offensive Volume Pull Salem Offensive Phase II Mailing 1 Salem Offensive Phase II Mailing 2
Multi-Brand	Premium Brand Volume Pull

91PMDRML

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1992 BRAND DIRECT MAIL PROGRAMS

BRAND	PROGRAM
Alpine	Kool Offensive Recontact 1 Recontact 2 Recontact 3
Benson & Hedges 100's	American Style Sweepstakes Pasta Set Mailing 3
Bucks	Buck of the Month A Buck of the Month B Buck of the Month C Buck of the Month D
Cambridge	None
Commander	Refer a Friend
Marlboro	Black and White Medium 100's Summer Volume Ultra Lights Wild West Volume Pull
Merit	Defensive Grandfather Requalification Recontact 1 Recontact 1B Recontact 2 Recontact 3 Ultima Launch Wave I Ultima Launch Wave 2 Ultima Launch Wave 3 Ultima Follow-up
Parliament	Direct Mailing 1 Direct Mailing 2 Direct Mailing 3
Superslims	Capri Offensive Mailing 1 Capri Offensive Mailing 2 Capri Offensive Mailing 3

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1992 BRAND DIRECT MAIL PROGRAMS
(Continued)

BRAND	PROGRAM
Virginia Slims	Shopping Fling Mailing 1
	Shopping Fling Mailing 2
	Slims Club Mailing 1
	Slims Club Mailing 2
	Slims Club Mailing 3
	Volume Pull
Multi-Brand	Premium Brand Volume Pull

92PMDRML

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1993 BRAND DIRECT MAIL PROGRAMS

BRAND	PROGRAM
Alpine	Price Reduction Announcement Offensive/Defensive Mailing 1 Offensive Mailing 2 Offensive/Defense Mailing 3
Benson & Hedges 100's	Cookbook Mailing Inventory Mailing Mugs & Coffee Mailing Pizza Set Mailing
Benson & Hedges Kings	National Introduction National Introduction Growth Recontact
Cambridge	February Volume Pull Price Reduction Announcement November Catalog Mailing
Marlboro	MAT I MAT Hand Raiser Test MAT II MAT IIA MAT Half Carton MAT III MAT Year-End Volume Pull Local Area Racing Support Deep Discount Carton Stuffer Test
Merit	Recontact IV Recontact V Phase I Recontact V Phase II Recontact VI Recontact VII Volume Pull Cards Volume Pull December Direct

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1993 BRAND DIRECT MAIL PROGRAMS
(Continued)

BRAND	PROGRAM
Parliament	Mailing 1
	Mailing 2
	Mailing 3
Virginia Slims	10 Pack Test Market Support
	Slims Club Mailing 1
	Slims Club Mailing 2
	Slims Club Mailing 3
	Slims Club Mailing 4
	Slims Club Mailing 5
	Slims Club Mailing 6
Multi-Brand	Volume Pull 1
	Volume Pull 2

DRMLPRG

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1994 BRAND DIRECT MAIL PROGRAMS

Brand	Program
Alpine	March Offensive/Defensive Mailing June Volume Mailing July Defensive Mailing October Volume Mailing November Offensive Mailing
Basic	Market Level Mailing #1 Market Level Mailing #2
Benson & Hedges 100's	Signature Collection Pizza Set Signature Collection Mugs & Coffee Signature Collection Movies Break From Work Sweeps Signature Collection Pleasure of Travel Offensive Recontact 1 Signature Collection Pleasure of Dining Offensive Recontact 2 Holiday Offensive/Defensive Volume Pull
Cambridge	February Offensive Mailing June Offensive Mailing August Defensive Mailing Volume Mailing Defensive Mailing #2
Marlboro	Birthday Mailings (April - December) MAT Last Call Postcard MAT Review/Preview Country Store Sweeps Country Store Catalog (2) January Calendar Mailing Local Racing Invitations (April - Oct) Racing Sweeps Holiday Volume Mailing
Merit	Media 1 Fulfillment March Direct June Direct August Direct November Direct/Volume Pull

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1994 BRAND DIRECT MAIL PROGRAMS
(continued)

Brand	Program
Parliament	Mailing 1
	Mailing 2
	Mailing 3
	Mailing 4
	Mailing 5
Virginia Slims	Slims Club #1 - V - Wear
	Slims Club #2 - V - Wear Reminder
	Slims Club #3 - V - Wear Fall
	Slims Club #4 - Book of Days
	Slims Club #5 - New Years Card
Multi-Brand	Volume Pull

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